

Subject: Re: DTLA Life Magazine Feature

Date: Thursday, April 7, 2016 10:38:18 AM Pacific Daylight Time

From: Laura Hill

To: Eva Shen

Hi Eva,

Some of our other small businesses work with PR firms, and I am happy to reach out to our business owners to see if they would recommend anyone. We do all of our social through grassroots marketing here, since we do not have the resources to hire a PR firm.

I actually just wanted to make sure that we had your handles listed correctly on our site – anywhere from your website, to your Yelp page, to your social handles.

Here is your listing in our business directory: <http://southpark.la/listing/impresso/>

If there is information missing, or you would like to add content, photos, etc., please let me know! We would love for this to be like your "second website". People are viewing your page (according to ours stats), so it can't hurt to update it!

All my best,
LH

Laura Hill
Communications and Policy Manager



South Park Business Improvement District

Please note change of address:

1100 S. Flower St. Suite #3400, Los Angeles, CA 90015

laura@southpark.la | o. 213 663 1111 | c. 314 956 4425

www.southpark.la | [fb.com/southparklosangeles](https://www.facebook.com/southparklosangeles) | Instagram/Twitter: @southparkla

24/7 DISPATCH: 866-560-9346

From: Eva Shen - Impresso <eva.s@impressocafe.com>

Date: Wednesday, April 6, 2016 5:44 PM

To: Laura Hill <laura@southpark.la>

Subject: Re: DTLA Life Magazine Feature

Hi Laura,

Thanks for forwarding the news to me! For the marketing/social media actually I'm at the stage to talk with different specialist, do you have any recommendation?

Eva

Sent from my iPhone

On Apr 4, 2016, at 9:53 AM, Laura Hill <laura@southpark.la> wrote:

Hi Eva,

Just wanted to give you a heads up that Impresso was featured in DTLA Life Magazine. Word is definitely getting out! And it looks like business is picking up – it seems totally packed every time I am there.

<https://www.joomag.com/magazine/dtla-life-magazine-march-april-2016/0040736001459653952?token=xBd7xtAGSSqOjuMAXE079Gp6gz82eALyItrmAYz0rxdw6PuitbJKfID8HvdW%2BvQSYIFdx0JvCQoikvaViSzhETit1Kds6QEAKL6rol1TIOAkOclKXj%2F8s07xiYO27sZbzTtGbayZgc9ULj5vMZ2kx2oe0MpKvx8HSL02Dslhz4HvIwIbKzMBXEBAxbJVoibnQBs7QVI5f76FzCCzzzcUQ%3D%3D&ref=email>

I've also been meaning to ask – does Impresso have its website and social media handles set up?

Best,
LH

Laura Hill

Communications and Policy Manager

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